



Inside BrandONE with

JEN OLSON

SKIING HER WAY TO FRANCHISE SUCCESS!

With a background in marketing strategy, excellent sales acumen, and proven business planning and management expertise, Jen Olson is an all-around business development guru! For decades, she's focused her efforts on the franchising space, helping franchisors and franchisees reach their full potential.

After earning her bachelor's degree in business administration and management from Michigan State University, Jen began her career on the marketing and sales end of the business world. In 2002, she accepted the role of Senior Franchise Development Manager at Mr. Handyman and quickly realized she had a special touch when it came to guiding prospective customers through the franchising process.

For almost a decade, Jen helped develop the company's markets throughout the U.S. and Canada, consistently setting herself apart from

her peers in terms of performance.

Her business prowess was undeniable and earned her accolades like Top Producer and Employee of the Year, as well as recognition by various broker networks for her commitment to excellence and ability to get results.

Jen has piloted various company efforts in guiding its clients through initial set-up for development, lead generation strategies, and strategic long-term support plans. As a result, she's helped numerous companies hit their marks and

develop winning franchise opportunities.

In addition to her consulting services, Jen served as VP of Franchise Development for a number of businesses, including The NOW and Buzz Franchise Brands. Her pedigree also includes work for St. Gregory Development Group, LLC, the largest franchise sales and brand development group in the areas of beauty, health, and wellness in North America. She'd spend the next seven years as Director of Franchise Development for Regis Corporation. Here, she was integral in their franchise development

efforts Jen is happily married to her husband, Jordan, of 18 years and has two boys, Brandon and Brady. They enjoy spending their family-time chilling at the local lake and grilling outdoors! You'll find Jen and her boys skiing and snowboarding for fun when on holiday!

Now, Jen joins the BrandONE team in a familiar role – VP of Franchise Development. With her impressive list of accomplishments and outstanding drive to succeed, she's a welcome addition to the B1 family!

